

## JOB DESCRIPTION



<b>Job Title:</b> Area Sales Manager – UK & North West Europe (NWE)	<b>Location:</b> Remote / Hunmanby
<b>Department:</b> Commercial	<b>Contract:</b> Permanent
<b>Reports To:</b> General Manager - CAPAC	<b>Direct Reports:</b> None

### 1.0 Job Summary & Role

<ul style="list-style-type: none"> <li>• The ASM is responsible for sales growth and market expansion in the defined territory for all C&amp;A brands and product categories</li> <li>• Ensures sufficient focus to specifically drive the DSE CONTROL product group</li> <li>• The role will develop sales and regional distribution strategies (where applicable)</li> <li>• The ASM coordinates all marketing activities with distribution partners (where applicable), building designing and executing the plans needed to grow share within the assigned territory</li> <li>• Expand customer base and develop business with prospects and existing customers</li> <li>• Visit both customers and prospects to develop relationships, build confidence in the C&amp;A group and increase profitable business</li> <li>• To be the voice of the customer within the Control &amp; Automation (C&amp;A) group and the face of the C&amp;A group within the customer</li> <li>• Promote both existing and new C&amp;A products to customers.</li> <li>• Liaise as needed with internal functions to ensure the best levels of service are provided for customer</li> <li>• Keep abreast of competition developments.</li> <li>• Conduct market research within the customer base to keep abreast of changing market conditions</li> </ul>
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### 2.0 Key Responsibilities & Main Duties

40%	Effectively negotiates sales
	Develop end-customer & distributor relationships
	Provides high degree of focus on DSE CONTROL product group
	Identifies, assesses, attracts and negotiates with potential customers
	Identify market opportunities for C&A group products
30%	Expanding the customer and contact base
	Develop strategic relationships within the region



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	Provide World class customer support
	Achieve sales targets
15%	Coordinates all marketing activities with distribution partners
	Maximises product margins through effective pricing strategies
	Achieve customer visits/phone meetings to set targets
	Create and manage quotes for customers with appropriate follow up
	Manage the opportunity pipeline to maximise value for the company
15%	Presentation and demonstration of products
	Maintain customer pipeline data in the company CRM system
	Work with internal company functions to address customer issues
	Monitor competitor activity, and key market trends
	Monthly reporting
	Exhibition attendance where required

### 3.0 Internal & External Relationships

External relationships will be predominantly with the assigned customer group and the contacts therein.

Build relationships with Management, Internal sales function, technical support, marketing and Warranty

### 4.0 Key Performance Indicators

- Sales targets
- Product margin profit improvement
- Customer contact rates with appropriate mix of customer types, (face to face or via other channels)
- Pipeline development
- Achievement of other objectives as issued by management

### 5.0 Essential/Desirable Factors

Knowledge	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of working within a company that has a technical product or service in a commercial role within the control electronics related sector</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Expert knowledge of the sector, having had a commercial role(s)</li> <li>• Expert knowledge of the above across U.K. &amp; Ireland</li> </ul>



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<ul style="list-style-type: none"> <li>• Proven relationships with key decision makers in the control electronics sector within the U.K. &amp; Ireland</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive relationships with key decision makers in both commercial and technical roles within the control electronics in the U.K. &amp; Ireland</li> </ul>
Skills & Attributes	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Proven technical and commercial selling and negotiation skills.</li> <li>• Commercially astute results orientated team player.</li> <li>• Strong written and verbal communication skills.</li> <li>• Ability to work from a home office and work independently in a field-based role</li> <li>• Ability to travel internationally adequately to cover assigned territory.</li> <li>• Ability to recognise market trends and evaluate competitor strengths and weaknesses.</li> <li>• Full driving licence</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Analytical thinker</li> <li>• Change agile</li> </ul>
Experience	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Sales role within a technically orientated company/product range, preferably within the control electronics industry in the U.K &amp; Ireland</li> <li>• Proven experience of successful demand generation</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience of selling within the power generation industry</li> <li>• Working within a CRM system</li> </ul>
Qualifications	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Min 5 GCSE (or equivalent), Maths and English essential</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Completed vocational training in a relevant subject</li> <li>• Degree in a technical subject</li> </ul>

<b>Created by</b>	<b>Dated Created</b>
Simon Whitaker, General Manager-CAPAC	21/3/2025

